

Marking Moments

Your newsletter from the
M&S Archive – Winter 2024

The evenings are dark and festive lights are starting to appear. In this issue we'll take a look at Christmas.

- 2-13 **From the Archive:** Festive images through the years
- 14-29 **Have a Go:** Festive prints
Wordsearch
Quiz
Spot the difference
Colouring page
Make a pomander
- 30-32 **Your Marking Moments:** Share your photos



M&S Christmas Card, c1970



Sheet music, c1915

Sheet music was a best-seller at M&S in the early 20th century, at a time when a family sing-song around the piano was a popular form of entertainment. As well as Christmas carols, customers could buy music for folk songs, hymns and national anthems. This booklet includes 'Hark! The Herald Angels Sing' and 'Good King Wenceslas'.

- Have you ever been carolling?
- What's your favourite Christmas carol or celebration song?



The Marks and Spencer Magazine, 1932

This was the front cover for a customer magazine in 1932, the image shows a family making their way through the snow with a parcel wrapped in string and a bunch of holly.

- Where do you think they were walking from, or to?
- Have you ever had snow at Christmas?
- Do you enjoy wrapping presents, or is it a job you'd rather not do?

The Great Xmas Tree Decoration Parcel

THE delightful and ever-increasing use of the Xmas Tree for Children's Parties and Schools has induced us to offer this **Splendid Parcel of Decorative Material**. Half the charm and mystery of the Magic Tree is given by the beautiful colour and sheen of the Tinsel Garlands, Jewels, and Ornaments with which the boughs are laden. ¶ To simplify the purchase of these articles we offer

5/-

The Parcel

A Beautiful
Assortment
at

5/- The
Parcel



The Parcel contains:

1 doz. Tinsel Garlands,
each two yds. in length.

3 doz. Assorted Tinsel
Stars, Jewels, and
Ornaments.

1 doz. Assorted
Tinselled Glass Balls.

In beautiful colours, brilliant
and effective, similar to those
exhibited at our Branches.

State which you would
prefer most of:—
Garlands, Stars, or
Glass Balls.

10/- parcel contains
double the
quantity.

20/- parcel contains
four times the
quantity.

On receipt of P.O. value **5/-** we shall be pleased to forward
this parcel to any address in the United Kingdom, post free.

MARKS & SPENCER, LTD., Derby Street, Cheetham, MANCHESTER.

Christmas decoration advert, 1909

This advert was printed in an issue of the 'Grand Annual', an M&S magazine for customers featuring stories, letters, features and adverts. Customers could buy a box of Christmas decorations for five shillings, which M&S would then post out.

- What are your favourite Christmas decorations?
- Do you prefer a real tree or an artificial one?

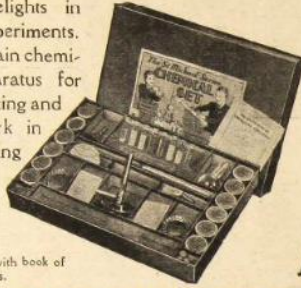
A PAGE OF WONDERFUL GIFTS

The ST. MICHAEL CHEMICAL SETS

Every boy delights in chemistry experiments. These sets contain chemicals and apparatus for hours of interesting and instructive work in this fascinating science.

No. 1 2/6
No. 2 5/-

Each set is complete with book of instructions.



The ST. MICHAEL ELECTRICAL SETS

These attractive outfits contain sets of parts cleverly arranged by experts. A fully illustrated instruction booklet is included with each set giving numerous absorbing experiments in electricity and magnetism.

A Splendid Gift for the Young Electrician.
No. 1 2/6 No. 2 5/-



AN

ALL-BRITISH CHRISTMAS THIS YEAR

All the articles illustrated on this page are **BRITISH MADE THROUGHOUT**

They are specially manufactured by a firm with a high reputation and you are confident of satisfaction in purchasing any one of them.

Note the Value and Attractive Packing.



The ST. MICHAEL TABLE TENNIS SETS

A first-class set of equipment for this most popular table game. All components, including netting and balls are British made.

Price 2/6 set.



The ST. MICHAEL CONJURING SETS

Contain a wonderful selection of mystifying illusions for amateur and expert. Complete with instruction book. No. 1 2/6 set. No. 2 5/- set.

DIABOLO



A high quality set of this popular game, beautifully boxed with first-class components, rubber cone, etc.

Price 1/6 each

The ACTOR'S OUTFIT

Here is an outfit to delight the heart of everyone. Grease paints, lining pencil, hair, moustaches, etc., all expensive items to buy separately are here supplied in a compact set together with book of instructions fully illustrated.



Price 2/6 set

ALL THE ABOVE ARE OBTAINABLE AT MARKS & SPENCER'S.

Advert for toys, 1932

This advert for children's toys comes from a 1932 customer magazine. M&S sold lots of different toys, including magic sets and kits to help children dress up as an actor! This advert shows the prices, ranging from 2s 6d for a table tennis set to 5s for a chemistry set.

- What was your favourite toy when you were younger?
- Did you ever have a chemistry set? Or a magic set?



Airmail Christmas card, 1944

During the Second World War, the M&S Personnel Department kept in touch with all members of staff, wherever they were stationed around the world. Many of the men and women serving overseas sent Christmas cards back to Head Office. This card from Lt Myers is marked with the initials of the South East Asia Command.

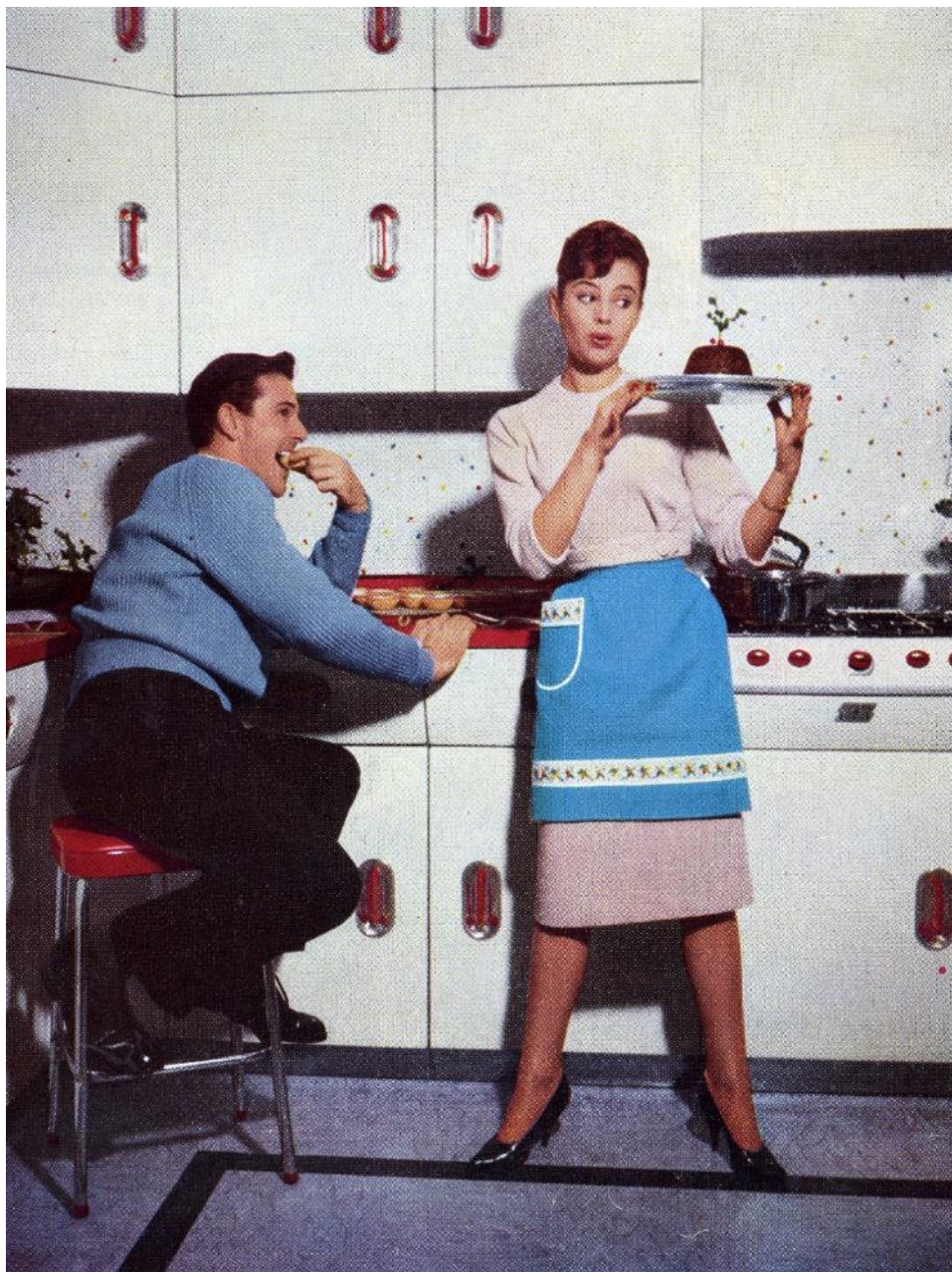
- Do you send Christmas cards?
- How do you think Lt Myers felt when he was writing this card?



Victory Christmas Dinner menu, 1945

This menu was printed for a special dinner for staff at Blackpool M&S. The war had been over for two months, so Christmas 1945 must have felt very different to previous years. Although there were still many restrictions on food, colleagues didn't have to use their ration books for meals at work, so this dinner would have been a real treat!

- Is there anything missing from this menu that you'd have with your Christmas dinner?
- Can you think of special food eaten for other celebrations?



Christmas advert, 1958

This advert shows a couple in a very modern kitchen for the time. The advert promotes M&S clothing as well as Christmas puddings and mince pies. Aprons were a bestseller in the 1950s, M&S even produced matching child-size aprons! The Christmas pudding would have cost 2s 6d, the mince pies were 1s 2d for four, and the cotton apron was 5s.

- Do you like Christmas pudding?
- Have you ever made your own Christmas pudding?



Christmas hairstyle, 1964

This photograph appeared in the staff magazine 'Sparks', which included stories, photographs, jokes, recipes and puzzles. In the 1950s and 1960s hairdressers visited branches of M&S so anyone who worked in the store could have a haircut. The store hairdresser at M&S in Coventry created this festive masterpiece including a wreath of mistletoe and lots of hairspray!

- Have you ever had a memorable haircut?
- Do you think the model would have worn this hairstyle to go shopping?

The taste of Christmas

M&S

The taste of Christmas means the taste of quality at Marks & Spencer. St Michael quality. You can take your pick from a wonderful variety of delicious food. All the best in traditional Christmas fare for the festive table—from plump and tender St Michael turkeys to the sweetest and juiciest of fruits. All beautifully *fresh* and full of flavour. Treat yourself to the taste of Christmas, from Marks & Spencer.

Here are some suggestions for your Christmas shopping list.

OVEN-READY
POULTRY—
Turkeys and Chickens,
fresh, not frozen.

CANNED MEATS
Ham and Ox Tongue—
Sweet Cure Pork
Shoulder in 1 lb. cans

FRESH PROVISIONS
Bacon Joints
Beef and Pork Sausage
Pork Pies
Sausage Rolls

**FRESH FRUIT AND
VEGETABLES**
Satsumas
Cox's Apples
Tomatoes
Brussels Sprouts

**WHOLE NUTS
IN SHELL**

CHRISTMAS CAKES
All-butter
with rich fruit
Iced and decorated
Marzipan topped
Undecorated
for you to ice

MINCE PIES

**CHRISTMAS
PUDDINGS**

FRESH CREAM
Single or Double

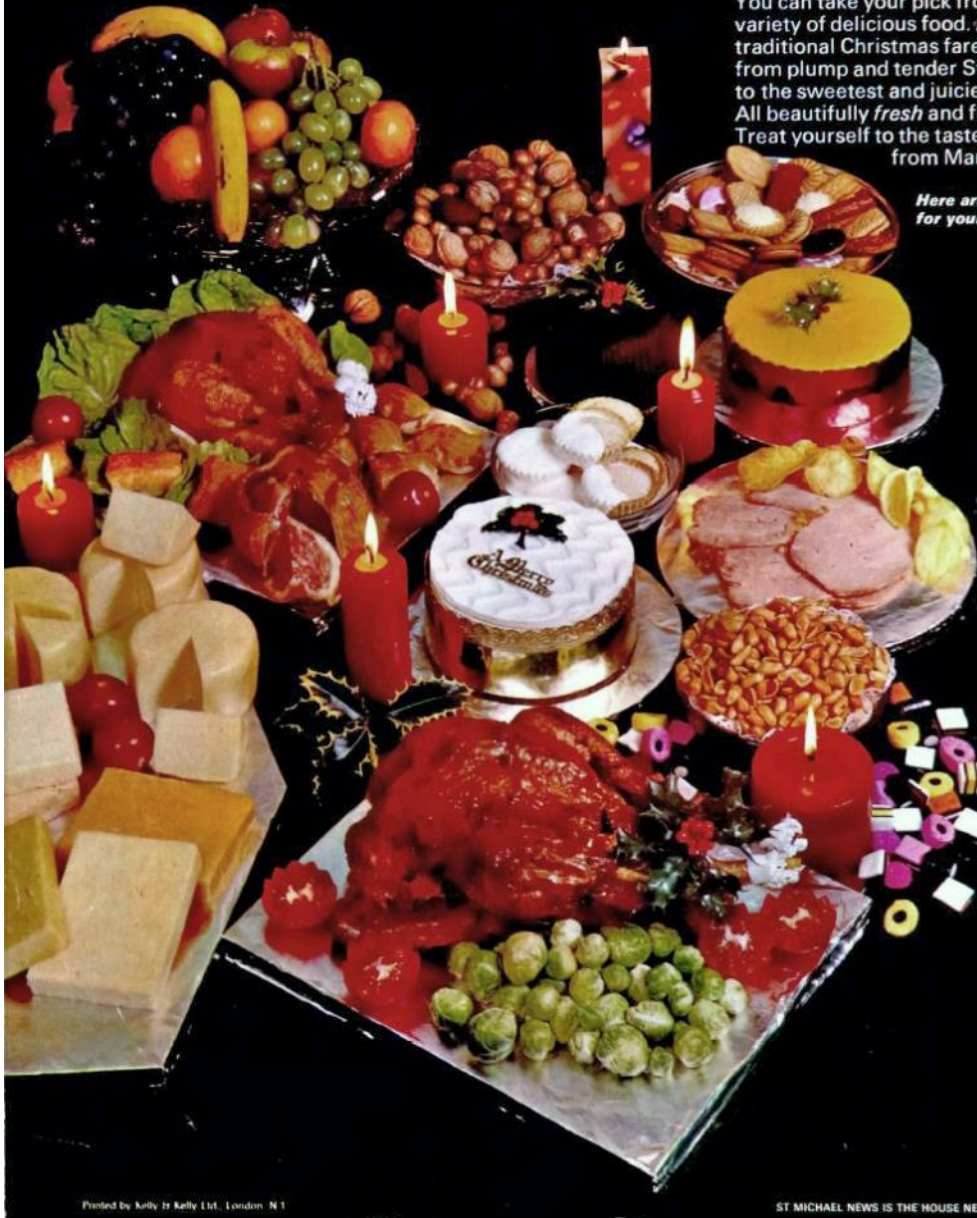
POTATO CRISPS
in family packs

SALTED PEANUTS

ENGLISH CHEESES

**BISCUIT
ASSORTMENTS**

CONFECTIONERY



Printed by Kelly & Kelly Ltd, London N 1

ST MICHAEL NEWS IS THE HOUSE NEWSPAPER OF MARKS & SPENCER LTD

Christmas food, 1970

This display includes festive favourites like Brussels sprouts, Christmas cake, mince pies, sausage rolls and cheese. The range of food sold at M&S grew in the 1970s. In 1971 we trialled frozen foods, from carrots to cod steaks and in 1973 we launched convenience foods including boil-in-the-bag ravioli and frozen Indian meals.

- What is your favourite Christmas food? Do you like sprouts?
- Can you think of any Christmas foods not included in this picture?



Christmas party clothes, 1977

This advert shows a couple standing on the stairs at a Christmas party, as Father Christmas creeps up the stairs behind them! She wears a brightly coloured kaftan dress and he wears a velvet jacket and smart bowtie. The dress would have cost £8.99, the velvet jacket would have cost £32.50.

- Do you have a favourite party outfit?
- Will you be going to a Christmas party this year?



Party clothes – then and now

The photo on the left shows party outfits sold at M&S in 1979. The man's velvet jacket cost £39.95 and was also available in navy, brown and black. The image on the right shows a similar velvet tuxedo jacket, worn with a bow tie and shirt with black buttons. This outfit was launched for Christmas 2024, and the jacket cost £99.

- Do you think a bow tie or a striped tie is best for a party?



Party clothes – then and now

The top photo shows a party outfit from 1981 – the model wears a velvet skirt with a tartan waistband costing £35, and a white ruffled blouse. The photo on the right shows party clothes available at M&S in 2024, including a white blouse covered in sequins and black velvet bows, which cost £45.

- Do you like to wear sparkly clothes? Or do you prefer something more simple?

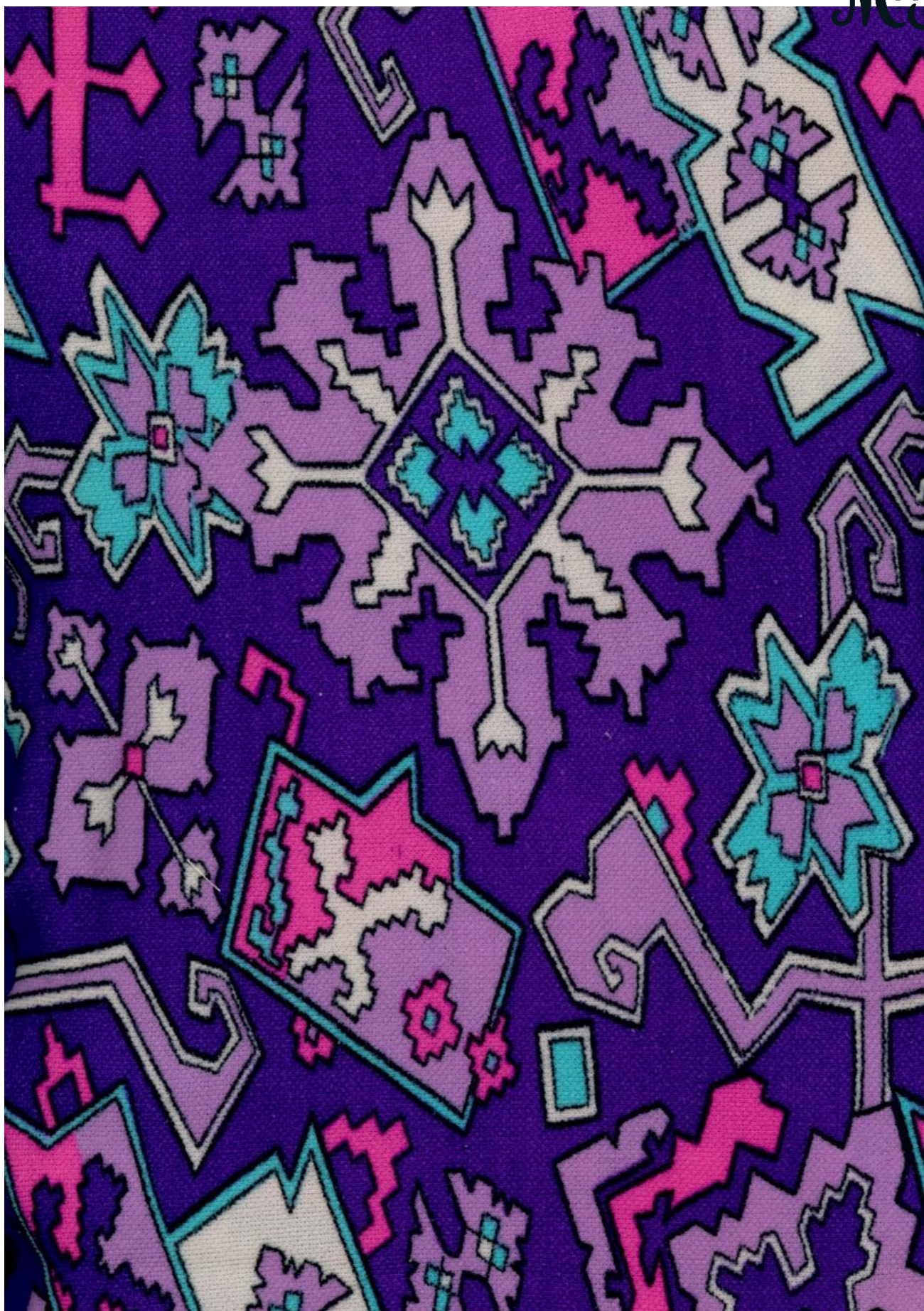
Have a Go...

On the next few pages you'll find festive and wintery prints from the M&S Archive. Print them out and have a go at some of the activities below:

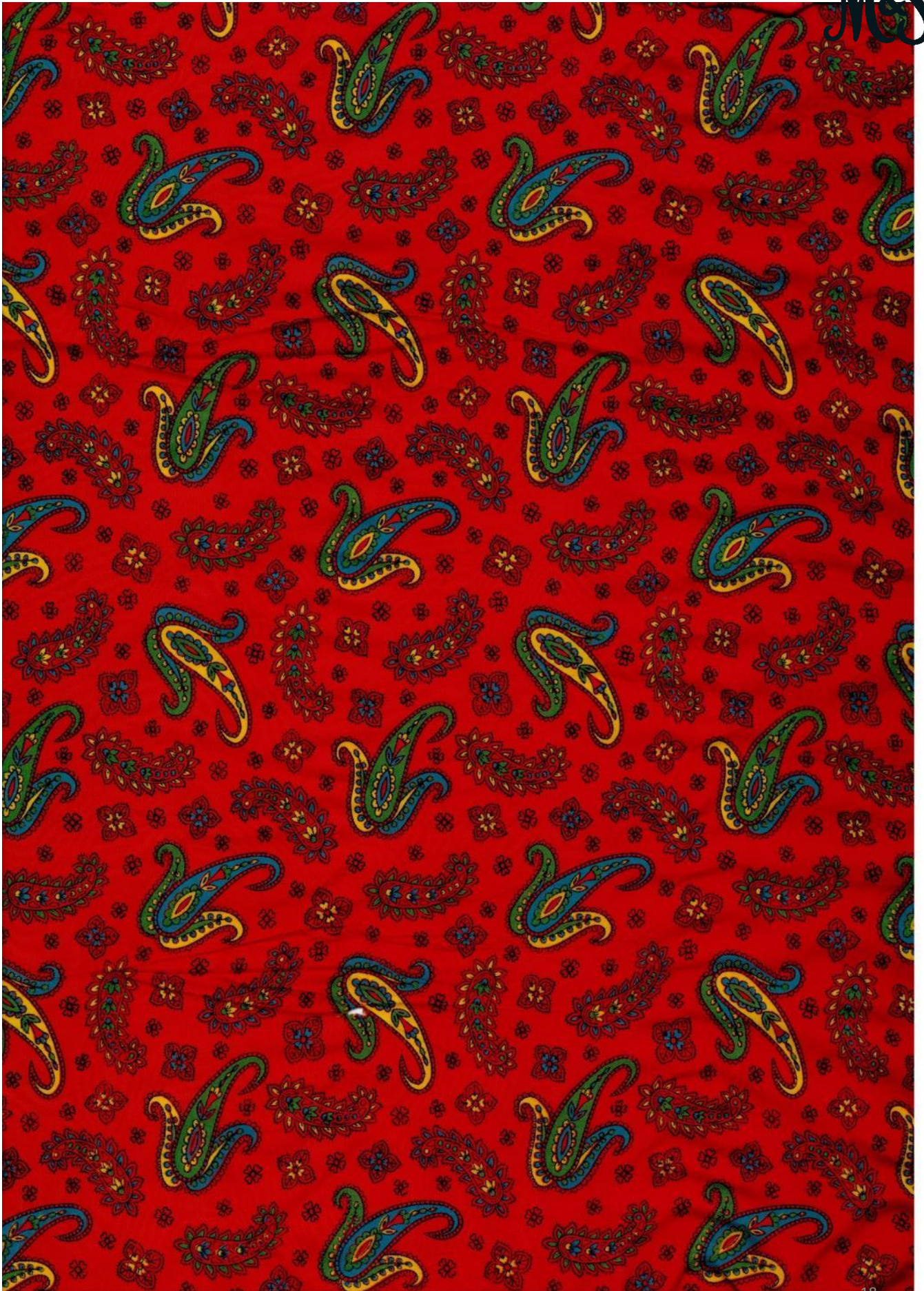
- Use the prints to create a collage Christmas card. Cut out details and create your own scene to send to friends or family.
- Choose your favourite, print it out and laminate it to create your own Christmas placemat.
- Find some card (a cereal packet would be perfect), cut out bauble shapes. Decorate both sides with the Christmas prints and attach a ribbon to the top to create your own tree decoration.
- Fold the page in half, and in half again. Cut out shapes with scissors from the edges and middle. Open the paper out to make a snowflake decoration.
- Can you think of any other crafts using the prints?

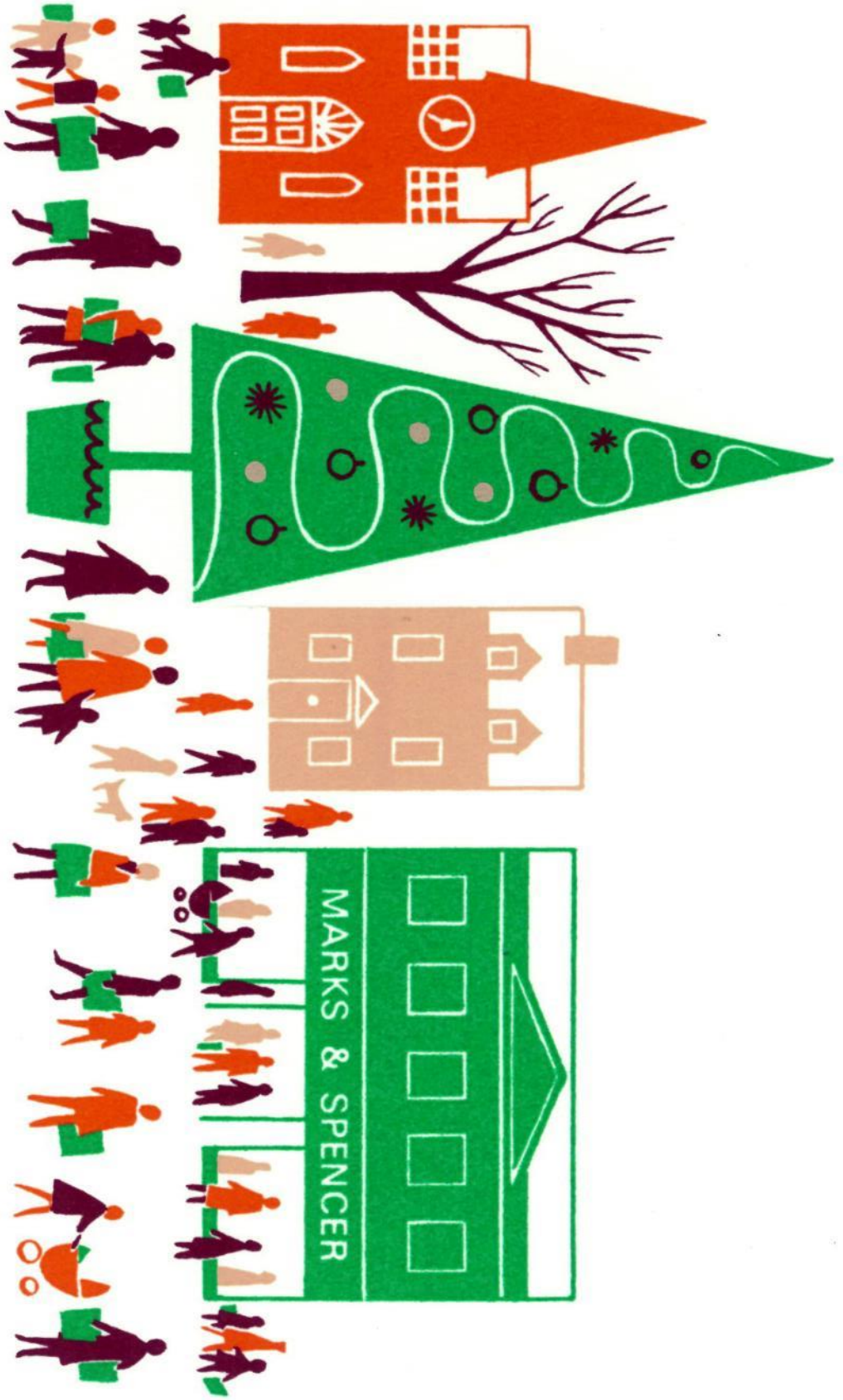
Have a Go... Christmas prints













Christmas
Greetings



Have a Go... Wordsearch

Find as many of the Christmas words below as you can.
Don't forget, the words might go diagonally, or
even backwards!

n o e b p x d j z c c z e g b j x w
 t a a z f r c e r z e i r c p c j q
 s r t d t a e o c e k l o g a h l k
 h n e i v t m s f o i a e e w r m q
 m v o e v e k i e k r n d b j z d f
 i a w w n i n r l n l a d p r n q s
 t b o e m a t t o y t o t e y a a o
 t i r g a a b y h b t s e i e f t j
 e r k i n d n e s s i b v x o r z e
 n k m i s t l e t o e n q t e n t s
 s t u r k e y c h e s t n u t s s r
 k z d q k n o d d a n g e l i i v o

advent

angel

cards

celebrate

chestnuts

decorations

family

kindness

mistletoe

mittens

nativity

presents

reindeer

robin

snowman

tree

turkey

Have a Go... Quiz

M&S

Find the answers to these Christmas themed questions on the next page

1. Which country donates the Christmas tree in Trafalgar Square?
2. Who banned Christmas carols after the English civil war in 1647?
3. What colour are mistletoe berries?
4. Can you name all eight of Father Christmas' reindeers?
5. What is the name of Ebenezer Scrooge's partner in Dickens' A Christmas Carol?
6. Who recorded Blue Christmas in 1964?
7. In the carol 'Twelve Days of Christmas', how many gold rings are there?
8. And how many lords a-leaping?
9. What is traditionally hidden inside a Christmas pudding?
10. What's the name for sausages wrapped in bacon, traditionally eaten on Christmas day?
11. Which plant, beginning with P is associated with Christmas?

Have a Go... Quiz

M&S

Answers

1. Norway - the city of Oslo has donated the tree every year since 1947
2. Oliver Cromwell
3. White
4. Blitzen, Comet, Cupid, Dasher, Prancer, Vixen, Dancer, and Donner
5. Jacob Marley
6. Elvis Presley
7. Five
8. Ten
9. A silver sixpence
10. Pigs in blankets
11. Poinsettia

Have a Go... Spot the difference

Print out this page and the next. Can you find seven differences between the pictures?

The answers are on page 27 – no peeking!



Have a Go... Spot the difference



Have a Go... Spot the difference
Answers

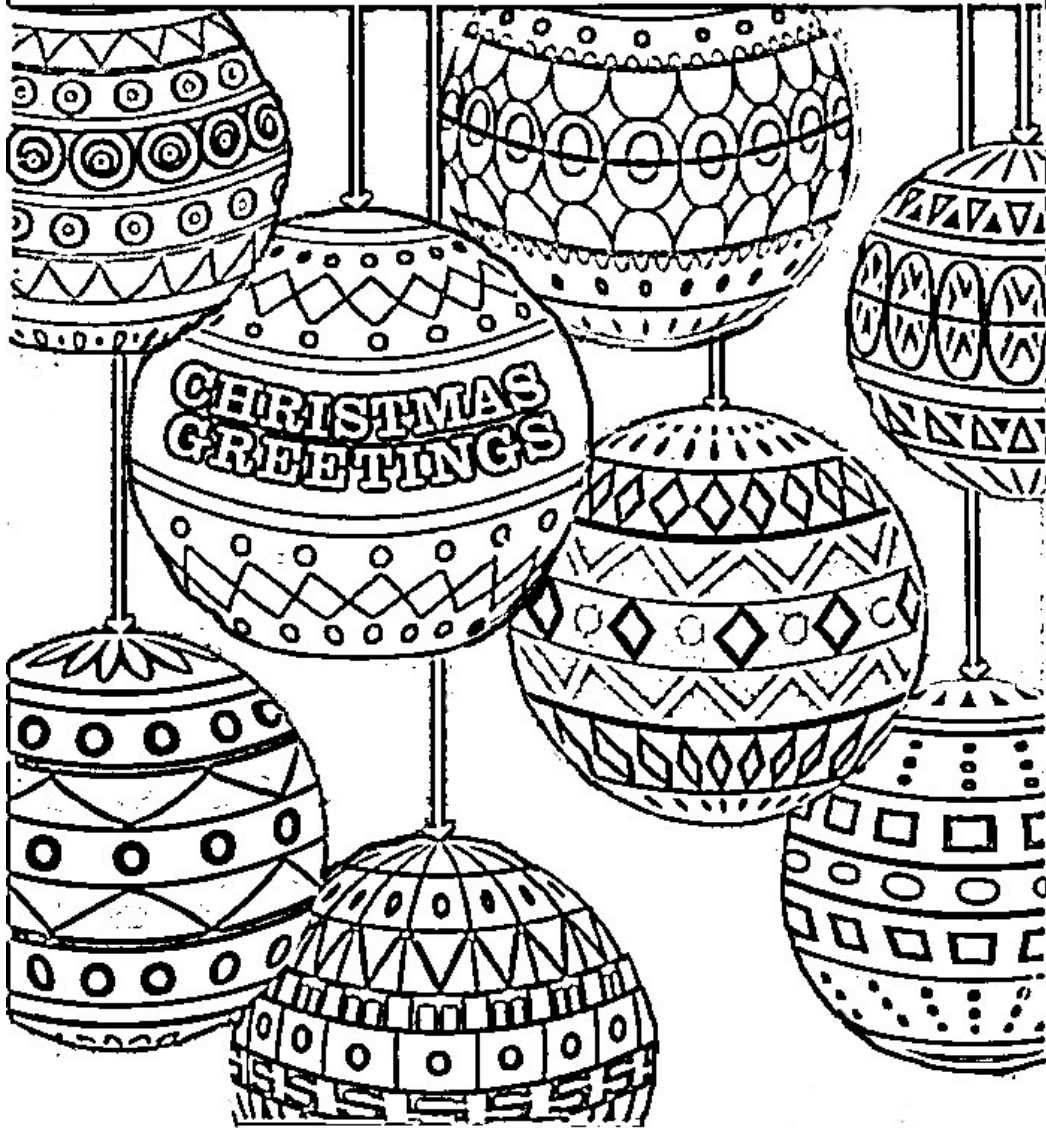


Have a Go... Colouring **M&S**

SPARKS

CHRISTMAS
1968

A MAGAZINE FOR THE STAFF OF MARKS AND SPENCER



Have a Go... Make a pomander

Try making this sweet smelling Christmas decoration to hang on the Christmas tree.

You will need:

- an orange per person
- cloves
- cocktail stick
- ribbon
- four or five pins each
- optional ground cinnamon and sandwich bag



- Push the cloves through the skin of the orange. You could make a pattern, or simply scatter them around the orange. If you find pushing the cloves in difficult, make a hole with a cocktail stick first.
- Tie your ribbon around the orange and pin in place at the top and bottom of the orange.



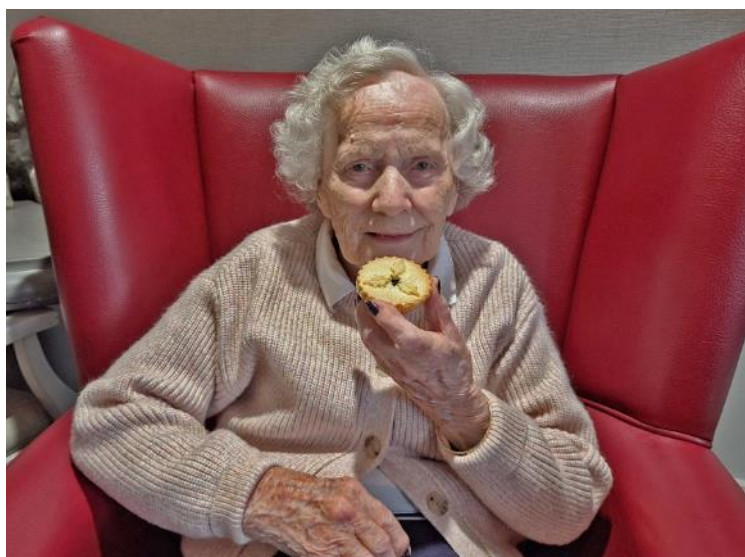
- If using cinnamon, place a teaspoon of the spice in a plastic sandwich bag. Place the orange in the bag and shake.
- Remove from the bag and hang up to enjoy the festive scent!

Your Marking Moments

We love to see what you've been up to - Share your photos to be featured in the next issue!



The group at Horsell Lodge used this Christmas edition to inspire a Christmas party – complete with mulled wine and mince pies!



To appear in the next issue of Marking Moments, send your photographs to archive@marksandspencer.com, ensuring you've completed a photo release form for each person in the photographs – see last page.

Your Marking Moments

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The group at Horsell Lodge made fat balls for the birds, then took them out into the garden, what a great idea!



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PHOTOGRAPHIC CONSENT FORM

Background

From time to time the M&S Archive (the "Archive") takes photographs and film to promote its collections for commercial or non-commercial purposes (the "Images").

In order for the Archive to use the Images as required, all persons over 18 can give their consent by signing this Photographic Consent Form (the "Agreement") for themselves.

Consent

This Agreement covers Marks & Spencer's use of the Images by the Archive. By signing this Agreement to be photographed for the Archive, I give consent to the full use of the Images by the Archive. I do not object to the Archive storing my details on its database.

I agree the Images may be combined with other images, text and graphics, and cropped, altered or edited and that the copyright and/or any other intellectual property rights in the Images shall be owned by the Archive and where necessary, I hereby assign any such rights to the Archive.

Date images taken:

Images taken by (print name):

Subject of image (print name):

Subject's signature: